

Extension Service  
U. S. Dept. of Agr.  
Washington 25, D. C.

1913  
H34833

HOW TO REACH MORE HOMEMAKERS WITH  
INFORMATION ON WORK SIMPLIFICATION

RADIO

Contests

Early in 1945, Federal and State Extension Services cooperated with directors of women's radio programs on a work simplification program. Two-minute announcements were made of ways farm women can simplify jobs and save labor in and around the home. Farm women were invited to write in their own similar time-saving experiences. The letters were used for later programs.

"A lot of you are finding time to lend a hand with farm chores and the field work. What means or methods are you using to save minutes, and to cut out the unnecessary motion?"

"With 'forty-'leven' jobs to do in addition to your regular housework all of you have worked out short cuts to save time and energy."

"We are still collecting cues on how to cut corners!...Mrs. Mary L. Thompson, of Virginia, cut out a lot of curves in the canning process by making a canning cart out of an old washstand."

"How many times a day do you look at your dirty dishes and dusty floors and wish there was something to those stories about Brownies? These good elves or fairies--you remember--used to show up at the crucial moment to help harried homemakers with their housework."

Smart Radio Titles Gleaned From State Home Management Reports

Julia Pond, of Michigan: "Planning That Pays."  
"Making Planning a Family Affair."  
"Do You Have a Plan for Everything?"

Gladys J. Ward, of Illinois: "Improving Illinois Kitchens To Save Time and Energy."  
"Job Methods Training Applied to Housework."  
"Making Time and Motions Count in Housework."

Radio Playlet

The Lucas County, Ohio, home agent tells of a radio playlet called "Make Every Motion Count," which was written and produced over WSPD with the cooperation of the radio script-writing class of Toledo University. The purpose was to create interest in the project as well as give information. Cards were sent Home Council members telling them of the program so they could listen and also tell their friends.

Distribution

The Oregon home management specialist sends copies of her scripts to all home agents. Do you do the same?



## NEWS STORIES AND MAGAZINE ARTICLES

### Headlines That Catch Interest

"How Is This for Taking the Place of a Man or Two?"--South Dakota.

Local stories may be used of women doing farm work and the streamlining of their homemaking jobs in order to get both done.

"Management of Home Challenges 4-H Club Member Who Releases Mother for a Summer Job"--Colorado Extension Record. This is the story of a local 4-H Club girl whose mother was offered a war job for the summer. It tells of the division of work in the family and of many of the specific jobs Margaret did--one of the major ones being the canning.

"Is it News When a Man Teaches Homemaking Methods to Women?" attracted attention to JMT course for Cheyenne homemakers. It was taught by C. L. Newman of the Modification Center.

"Of Course Relax." Informal comments may publicize a bulletin, such as the comments of J. Rathbone of Columbia in The Sargent Quarterly: "Has the attractive green folder, 'Of Course Relax!' been introduced into your home yet? If it hasn't, you have missed a great opportunity of learning varied ways of being rejuvenated while being entertained by an amusing array of line drawings which portray the right and wrong way of mastering household duties. Caroline Streeter Wooster, '26, and Ann F. Beggs of the University of New Hampshire are the clever authors of this folder published by the University of New Hampshire Extension Service in cooperation with the United States Department of Agriculture. We can imagine the homemakers of New Hampshire making their daily rounds in spritely manner while chanting, 'Head-up! Up-si-daisy! Waltz Flip! Ray Doll Dip! Buddha Flop! and Swing--Don't Jerk!' They have been the fortunate recipients of this timely reminder, 'Of Course Relax.'"

"More Time in Every Hour," by Eloise Davison in This Week magazine, August 5, 1945, P. 24. Under the subtitle, "New Jersey Women Had Adopted an Industrial Efficiency Plan," she starts, "Harried housewives, either too tired or too busy to do some of the things they want to do because they 'simply can't find the time' could take a tip from a group of New Jersey women."

"Odd Jobs Accomplished Make Home Living More Efficient"--Mrs. Florence P. Day, North Dakota. "Lowly and insignificant as small jobs seem to be, it is the accomplishment of these items, dovetailed into the usual daily routine, that provides orderliness and comfort and cuts down confusion and irritation" ... Orderly houses don't just happen; there must be work plans--and the plans must be worked.

### Editorial

The Country Gentlemen (August 1945, P. 58) pays tribute to farm women who are doing a double job, by saying, "So the finger of light that reaches out from your farmhouse windows, as you finish at midnight all the household tasks that were crowded out by the day's farm chores, may be longer than you think."



EXHIBITS

Exhibits may be set up at any place where many people are likely to pass-- whether the corner store or the county fair.

Ironing

"Ironing? Take it easy" was the title of the home demonstration booth at the Kansas State Fair. This booth displayed an ironing board built to sit down at with chair of desired height, and equipment arranged within easy reach, including a clothes basket on castors. Because of its simplicity and neatness, it easily captured the eye of the judges and was placed first. A photograph of Mrs. Walter Zook, for whom the equipment was prepared, was displayed on one wall and on the other wall a sketch illustrating the amount of energy saved by sitting. The larger poster in the back of the booth stressed saving yourself by sitting while ironing.

Cleaning

In an exhibit entitled "Time Savers in Cleaning," Miss Esther Pond of Washington brings to mind the principles of using both hands, keeping small tools together, and eliminating needless motion, through her display of storage cabinets, cleaning equipment, and a cleaning kit.

Canning

Time Savers in Food Preservation shows with its equipment (Washington) a poster which says and illustrates: Leave out unnecessary motions, place everything within easy reach, use both hands, and use the right tools. A leaflet, "Time Savers When Canning," could well be distributed from such a booth.

Posture

In an exhibit of "Back Savers," Mrs. Grace R. Duffee, assistant State home demonstration leader of Wisconsin, shows many ways to raise table heights.

The laundry cart is a two-wheeled cart with a table top. It is not only a labor saver on wash days but also will be handy to use for outdoor picnics, garden activities, etc. It is excellent exhibit material. The effectiveness of the exhibit would be increased by the distribution of a leaflet showing how to make it. One has been prepared by the WIA supervisor at Oregon State College, Extension Bulletin 647.

SEP 19 1945



### REACHING PEOPLE THROUGH OTHER ORGANIZATIONS

"Adjusting Homemaking to Wartime Activities" is a demonstration on which the county home agent and the county nurse of Green Lake County, Wis., cooperated. They showed the right use of the body when doing various types of work. As a result, a series of slides, "Make Work Easier," was developed for use in open meetings. The county nurse was of help in reaching more people.

On Indiana's Muck Crop Tour, Eva L. Goble demonstrated for the women's program the principles of time and motion economy. She used muck crop vegetables in her demonstration. She demonstrated cooking enough potatoes for 2 days' meals, how to store them, and how to use them. The bean-stringing demonstration illustrated the principle of motion economy in small tasks and the biscuit-cutting demonstration illustrated elimination of motion. Many homemakers, not enrolled in home demonstration clubs, come to such meetings with their husbands.

### TEAM DEMONSTRATIONS

Team Demonstrations may be given by farm homemakers and by 4-H Club girls at fairs, in stores, or at meetings in cooperation with other groups.

"Use the Best Tool for the Job" may be a demonstration using cleaning equipment, laundry, or cooking appliances.

"Washing a Separator in Two Minutes." (Use a wetting agent which is not a soap). Colorado Home Management Specialist has the steps outlined in Circular No. 1940.

"This Is the Way We Wash Our Clothes" is a possibility for a demonstration in simplifying laundry procedure.

"Minute Spotters," a term popularized by New Hampshire women, could well title a demonstration on dovetailing jobs to save time.

"Time Savers in Sewing" (Nebraska), demonstrates the jiffy method of putting in a zipper, use of a wrist pincushion, use of the lapboard, and wise arrangement of small equipment in connection with the sewing machine. Any one of these items could make a short, catchy demonstration.



## OTHER WAYS

### Panel Discussions

Delaware developed a panel discussion with three rural homemakers and the home management specialist on how to simplify housework. Their findings were summarized in eight pertinent statements:

1. First we decided that no woman has time enough to do the job all by herself and that if she is wise she will get her family to help her out.
2. That family councils to plan ahead and a bulletin board have proved two means of getting better cooperation.
3. That time is saved for the homemaker if each member has his or her own duties carefully assigned. That teaching them how is a very important part of our duty.
4. That in these wartime days we have to leave out all nonessentials and just do those things which affect the health or efficiency of our family.
5. That we should make use of all the conveniences we can possibly get, take good care of them, and store properly.
6. That good arrangement of tools and equipment is perhaps one of the greatest single savers of time.
7. That if we would make time and motion studies of some of our most common household tasks, we would discover easier ways of doing things. Industry has been doing this for a long time.
8. That using "shortcuts" is not a lazy thing to do but wise planning.

### Pledges

In Nebraska the Extension Service used as the theme for all meetings, "Make Every Motion Count," and the homemakers signed a pledge card that read:

- "I will try--
1. To improve my methods on every job I can.
  2. To make every motion count.
  3. To do my work in less time.
  4. To use my time wisely."

### Case Studies

Result demonstrations and use of case studies, as carried on in California, Michigan, Pennsylvania, and other States, continue to produce excellent material for publicity. Miss Jean Warren, of California, reports that case studies in Colusa County were mimeographed and given wide publicity in the County.

Have you used "Other Ways" of reaching more people? May we know about them?



